

IN THE SPECIFICATION

Pages 12 and 13, the paragraph bridging page 12, line 16 to page 13, line 15, replace the paragraph with the following:

A menu display D501 shown in Fig. 6 will be displayed to the service user 101 on the basis of the display information (step S216). The service user 101 will send a service request to a service server 401 having the address of service server allocated in step S210 (step S218). The service request may be for example a product search request, a display request, a request of an audible product explanation, a request for a consultation about a product contents, a request for a selection of products, a cancel request of a selected item, a display request of total amount of charges of the selected items, a purchase order request and the like. One of the requests will be sent when clicking on a button of D503 to D510. Any commerce processing including such as the catalog search with respect to a service request, the purchase order processing, the settlement processing with a financial institution, the processing of shipping will be handled in the service server 401 (step S219), and the catalog information or search result of products will be in reply sent to the service user 101 (step S220). The replied information will be displayed on a display D502 for the service user 101 (step

S221). When any further service request is desired, the procedure steps including the transmission of the service request (step S218), shopping transaction (step S219), transmission of reply information (step S220), and screen display (step S221) will be iteratively repeated as needed. The user records including purchase records, etc. are sent from the service server 401 to the representative server 301 (step S222) and the user records are updated in the representative server 301 as will be explained with reference to Fig. 15. The process when the consulting button D506 is clicked is shown in Fig. 22.

Page 17, second full paragraph, lines 15-17, replace the paragraph with the following:

A user record registration unit 305 will add any new records sent from the service server 401 to the user record table 304 to merge it so that the user records are updated or are added with the most recent service information provided.